

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



51 55  
sta

# Inside Information

United States Department  
of Agriculture

Office of Information

Washington, D.C. 20250

VOLUME 10, NUMBER 8

August 1988

## INSIDE THIS "INSIDE"

Page

Writer-editor opening in USDA's Economic Management Staff Info. Division.....	2
USDA work group on agricultural chemicals briefs Secretary of Agriculture.....	2
Cooperative Extension System's electronic technology aids coverage of drought..	3
Minnesota AES assistant director conducts consumer requests study at USDA.....	4
New director of public affairs has been named by USDA's Forest Service.....	4
USDA's FSIS has an opening for a supervisory public affairs specialist.....	5
New Radio-Television Division chief named for USDA's Office of Information....	5
USDA's Photography Division has photos available showing drought effects.....	5
American Indian and Alaska Native Agriculture Network (AIANAN) keep growing...	5
'Third World Development & U.S. Agriculture' bibliography available.....	6
Dominican agricultural entrepreneurs seeking U.S. joint venture partners.....	7
USDA-OI's Video & Teleconference Division has three position available.....	7
Calendar of upcoming communication events and training opportunities.....	8

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

**WRITER-EDITOR OPENING IN USDA'S ECONOMIC MANAGEMENT STAFF INFO DIVISION**

The Information Division of USDA's Economic Management Staff needs an entry-level GS-5/7 writer-editor to help edit, produce, and market research reports dealing with agricultural economics.

Promotion potential is to GS-12.

Duties include editing technical and nontechnical text for publication in research reports and news releases; writing articles for the general public from technical economic material; and handling all aspects of the publication production process.

Applicants for the GS-5 level must have 3 years general experience.

Applicants for the GS-7 level must have 4 years experience: 3 years general experience and 1 year specialized experience at a level of difficulty comparable to the GS-5 level.

Appropriate education may be substituted for some of the required experience.

Contact: Vickie Davis, EMS-PD-OB, Room 1427 South Building, Washington, DC 20250-3500. Telephone 202-447-6130.

Area of consideration is governmentwide and wider. Relocation expenses will not be paid.

If you are currently a Federal Government employee, refer to Announcement No. EMS-88-225. If you are not currently a Federal Government employee, refer to Announcement No. EMS-88-P-224.

Closing date is September 12.

(8/4)

-----

**USDA WORK GROUP ON AGRICULTURAL CHEMICALS BRIEFS SECRETARY OF AGRICULTURE**

The USDA Work Group on Agricultural Chemicals and the Environment (WGACE) was initiated by Secretary of Agriculture Richard E. Lyng early in the year to work six months on the following:

- Reviewing USDA policies as to their appropriateness, effectiveness, completeness, and implementation;

- Developing strategies and guidelines for carrying out new or changed policies; and

- Serving as an interim clearinghouse for all matters related to agricultural chemicals and the environment.

The work group completed its tasks on schedule and on July 13, presented its recommendations to the Secretary.

Bill Whyte of the Special Programs Division in USDA's Office of Information served as the initiative leader for information, one of the ten initiatives addressed by the group.

Whyte also chairs the USDA Water Quality Information Coordinating Team who provided volumes of information that helped shape the information component of the WGACE report.

For further information contact Bill Whyte at 202-447-8174, or Dialcom E-mail AGR208.

(8/4)

-----



**COOPERATIVE EXTENSION SYSTEM'S ELECTRONIC TECHNOLOGY AIDS COVERAGE OF DROUGHT**

Live satellite videoconferences, news conferences using today's technology, electronic bulletin boards, computers that transmit news releases to print and broadcast media--are just a few of the innovative ways the Cooperative Extension System is getting information to farmers and others concerned about the current drought.

On July 13, for example, the Iowa State University Extension staff aired a two hour drought update at a videoconference and sent it, live, by satellite to thousands of viewers at 79 county Extension sites and to others with home satellite dishes in Iowa and out-of-state locations.

The program, produced by the Extension staff, focused on how the drought is affecting cattle and pigs, with information for farmers from Extension agronomists, economists and animal science specialists.

An expert with USDA's Agricultural Stabilization and Conservation Service and an official of the Iowa Department of Natural Resources also were present.

After the program, Iowa residents could call 800 numbers for two hours to talk to ISU specialists.

The Iowa Extension communications staff also used new desktop publishing equipment to produce six publications for distribution to county offices -- a task normally requiring three months.

The North Dakota State University Extension staff also has made use of new hardware to expand its news coverage of the drought.

Staffers held a July 1 news conference in Fargo and, upon request, sent a news release, weather map and charts showing crop and other losses by telefax machine to Governor George Sinner in Bismark and to Representatives Byron Dorgan, Quentin Burdick and Kent Conrad in Washington, D.C.

Two wire services in Kansas City also received the material. They also provided an audioconference option to out-of-town media.

All of this greatly expanded the reach of the campus news conference in Fargo. As a result, all three television network affiliates carried stories that night; the Fargo Forum carried a front page story.

The N.D. Extension System also is completing an interview series of four 15-minute videotapes on the drought and its effect on families.

Copies of the series, "From Field to Family," will be available to the public through county extension offices.

Other state Extension Services in the Midwest using modern communication equipment to update their public on the drought include:

-- Missouri, where staffers use computers and electronic bulletin boards to transmit drought information to 114 counties; computers allow the quick delivery of news releases and drought advisories to wire services and major newspapers; drought round tables by audioconference also are held by state specialists to discuss conditions on a county-by-county basis.

-- Minnesota, where Deputy Secretary of Agriculture Peter C. Myers appeared live via satellite from Washington, D.C. on a drought special aired on WCCO-TV in Minneapolis; local farmers and State Extension experts also participated in the 45-minute program, which followed the local news.

-- Indiana, where the Purdue University Extension staff provides weekly satellite video drought updates for agricultural producers, agribusinesses, marketers and county Extension agents.

For further information contact Betty Fleming at 202-426-7235, or Dialcom E-mail AGS096.

**MINNESOTA AES ASSISTANT DIRECTOR CONDUCTS CONSUMER REQUESTS STUDY AT USDA**

USDA's Office of Information (OI) recently conducted a study of written requests received in the Information and Management Branch of its Publishing Division during April 11-22.

Signe Betsinger, assistant director of the Agricultural Experiment Station at the University of Minnesota conducted the study, according to Ed Poe, chief of the OI's Publishing Division.

Poe said that 458 requests for information were logged.

Consumer names were listed alphabetically by the date they were logged, and every 10th letter was selected for the telephone interviewing.

Telephoning began 6 weeks after the letters were logged.

The letters--from homemakers, farmers, professionals, school children, and college students--came from all States except Rhode Island and Wyoming, and included 31 from foreign countries.

Poe said the telephone interviews indicated that most USDA agencies were doing a fine job in handling requests for information, but a few agencies need considerable improvement.

Using the results of the study, the Publishing Division will take steps to personalize and accelerate its responses to the general public.

After reviewing her long-range recommendations with Poe, Betsinger presented her findings at the USDA Public Affairs Council meeting on Aug. 2.

(8/16)

-----

**NEW DIRECTOR OF PUBLIC AFFAIRS HAS BEEN NAMED BY USDA'S FOREST SERVICE**

USDA's Forest Service has named Susan B. Hess as director of public affairs.

She will direct all FS information activities, including public participation in resource management decision-making, natural resources education, publication and audio-visual management, liaison with the news media, and the administration of the Woodsy Owl environmental campaign.

She succeeds Ed Vandermillen.

Most recently, Hess was assistant to USDA's Assistant Secretary for Administration.

Hess began her USDA career in 1970 as a public affairs specialist for USDA's Animal and Plant Health Inspection Service (APHIS). She was chief of the Plant Quarantine Program Information Branch of the APHIS information division before moving to the Office of Assistant Secretary for Administration.

(8/18)

-----

**USDA'S FSIS HAS AN OPENING FOR A SUPERVISORY PUBLIC AFFAIRS SPECIALIST**

USDA's Food Safety and Inspection Service (FSIS) is seeking a GM-13 Supervisory Public Affairs Specialist to head its Audio-Visual Unit.

The Unit is responsible for audio and video materials, broadcast news, photography and graphics for FSIS.

In addition to preparing news materials and serving as a liaison with the news media, the office also develops materials for the agency's extensive public education program on food safety.

(more)

FSIS administers the federal meat and poultry inspection program.

Anyone interested in more information should contact John Cox at 447-6617 regarding FSIS Job Announcement No. 88-191.

Closing date is Sept. 19.

(8/22)

#### NEW RADIO & TELEVISION DIVISION CHIEF NAMED FOR USDA'S OFFICE OF INFORMATION

USDA's Office of Information has named Vic Powell as chief of its Radio and Television Division (R&TV). He replaces Jim Johnson who retired.

Powell previously was press assistant to Congressman William Whitehurst of Virginia, and served in senior executive management positions at national associations headquartered in Washington, D.C., including the Air Force Association and the Aircraft Owners and Pilots Association.

He also was a member of senior staff at the Agriculture Committee of the U.S. House of Representatives. More recently, he has been the director of USDA's satellite TV news service in R&TV.

Powell named Brenda Curtis-Heiken as deputy chief of the R&TV Division.

(8/22)

#### USDA'S PHOTOGRAPHY DIVISION HAS PHOTOS AVAILABLE SHOWING DROUGHT EFFECTS

The Photography Division in USDA's Office of Information has a selection of new 8 X 10 black and white prints showing the effects of the drought. The photos are free to the media.

Subjects include: North Dakota (stunted wheat, rangeland, and cattle auction), Iowa (stunted corn, pastureland, and low ponds), Illinois (stalled Ohio River barge traffic), and Virginia (haylift from Virginia to Ohio).

Black and white photos of Secretary of Agriculture Richard E. Lyng's drought trip also are available.

Contact: Robert Hailstock, Photography Division, 202-447-6633.

(8/22)

#### AMERICAN INDIAN AND ALASKA NATIVE AGRICULTURE NETWORK (AIANAN) KEEPS GROWING

It started out last fall as a get-together of a few people interested in exploring the problem of jobless Native American youths on reservations.

George Holcomb of the Special Programs Division of USDA's Office of Information was intrigued by a coincidence.

Al French of USDA's Office of Economics told of a possible future shortage of summertime workers in agriculture while Stuart Jamieson of USDA's Office of Intergovernmental Affairs told of a great surplus of young jobhunters on the reservations.

Could reservation highschool jobhunters become interested in backbreaking migratory labor jobs as a way to help get themselves in shape for fall football season--and maybe earn some money, too?

Holcomb called a meeting of some agency people who expressed interest in the exploration with Jamieson and French.

(more)



The original idea has not found many takers, but the get-togethers have continued once a month because the networking was found useful.

At the suggestion of Assistant Secretary of Agriculture for Governmental and Public Affairs Wilmer D. Mizell, the group expanded its focus, and its 18 or so members decided to call the group the American Indian and Alaska Native Agriculture Network (AIANAN).

Its chief purpose is to serve as an information network to enhance the work of such groups as the newly formed Intertribal Agriculture Network, made up of tribal representatives.

The AIANAN includes some people from outside groups such as the Congress of American Indians as well as from agencies in several federal departments which work closely with tribes, such as the Bureau of Indian Affairs in the Interior Department.

It continues to expand as people in other agencies learn of it and decide they would like to know more about Native Americans and Agriculture, which, incidentally, is the theme of this year's Native American Heritage Week--the week before Thanksgiving.

AIANAN has no budget, no staff, but for further information, contact G. Holcomb at 202-447-5746, or Dialcom E-mailbox AGR204.

(8/24)

-----

#### **'THIRD WORLD DEVELOPMENT AND U.S. AGRICULTURE' BIBLIOGRAPHY AVAILABLE**

The bibliography of "Third World Development and U.S. Agriculture," produced by the International Research and Development (IRAD) group of USDA's Office of International Cooperation and Development (OICD) has 164 entries, including unpublished papers as well as privately published books.

Most of the entries are fairly recent--since 1983.

Some former high USDA officials are among authors, including Orville L. Freeman, former secretary, and Dale E. Hathaway, former under secretary.

Other authors include USDA employees, past or present, and state university experts.

Among a few questions in titles is one asking: "Food for Peace -- What Have We Learned in Thirty Years?" on a paper prepared for the 1984 Earthscan Seminar, held in Chicago.

Another, from Australia in 1987, asks: "Does Agricultural Growth in Poor Countries Harm Agricultural-Exporting Rich Countries?"

A Bretton Woods Committee special report of 1987 asks: "U.S. and Third World Countries: Can They Prosper Side-by-Side?"

These are the sort of questions that may encourage some answers during the activities around World Food Day, October 16.

The bibliography and also an annotated outgrowth of it which summarizes some of the publications are available from the bibliography's author, Peg Hively, USDA/OICD/IRAD, 332 McGregor Bldg., Washington, D.C. 20250-4300. Telephone 202-653-7978.

(8/24)

-----



**DOMINICAN AGRICULTURAL ENTREPRENEURS SEEKING U.S. JOINT VENTURE PARTNERS**

Joan S. Wallace, administrator of USDA's Office of International Cooperation and Development (OICD), says several private sector agricultural entrepreneurs in the Dominican Republic are looking for U.S. joint venture partners or businesses with which to establish a continuing rapport.

Wallace said interested persons may take part in a related business opportunity and investment mission to the Dominican Republic in October as one of a series of activities recommended by USDA's Agribusiness Promotion Council.

The council advises the secretary of agriculture in implementing agricultural programs as part of the Caribbean Basin Initiative (CBI).

The Dominican enterprises include eight that produce or market tropical fruit juices and pulp such as passion fruit, guava, soursop, and orange; canned tropical fruits and vegetables including papayas, mangoes, black and red beans, and cashew nuts, cut flowers, and ornamental plants.

The OICD encourages production in CBI countries of nontraditional crops that either do not compete directly with U.S. production or are marketed off-season in the United States.

The Dominican mission is sponsored by the Dominican Republic's Joint Agricultural Consultative Group and Investment Promotion Council.

Added information may be obtained from Maria Nemeth-Ek, OICD Private Sector Relations Division, telephone 202-653-7910, or FAX 202-653-8715.

(8/24)

-----

**USDA-OI's VIDEO AND TELECONFERENCE DIVISION HAS THREE POSITIONS AVAILABLE**

The Video and Teleconference Division of USDA's Office of Information, has three openings: Two GM-1035-13/14 public affairs specialists and one GM-1071-13 television production specialist.

Duties for one of the public affairs specialists include responsibility for overall planning, coordination, direction, and evaluation of both audio and video teleconferences.

Duties of the other public affairs specialist center around being a project manager. For both positions, refer to Announcement No. OGPA-88-30.

Scope is for both national and international audiences and involves liaison with agency heads, assistant secretaries, the secretary of agriculture, and other key officials.

The television production specialist duties include coordinating services through liaison with vendors and/or commercial suppliers of videotape stock, mass duplication services, and acquisition of other related supplies or equipment.

Also, the incumbent acts as a key technical advisor for quality control to the project manager and chief, and performs the most difficult and responsible work in directing and editing video productions. Refer to Announcement No. OGPA-88-31.

For further information, contact Larry Quinn, V&TD, at 202-447-6072 (Dial-com E-mailbox AGRO16), or Laura Farrior, USDA, Office of Personnel, PO, Room 27-W, Washington, DC 20250. Telephone 202-447-5833.

Closing date for all three positions is September 7.

(8/24)

-----

**CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES**

Sept. 15-16:

ANNUAL SYMPOSIUM/CONFERENCE ON PUBLIC ACCESS AND PRIVACY ISSUES

Quality Inn Capitol Hill Hotel, Washington, DC -- \$200 (nonmembers)

Contact: American Society of Access Professionals, 202-462-8888

Sept. 19-20:

GOV'T PUBLIC AFFAIRS/INFORMATION PROGRAMS: SUCCESSFUL STRATEGIES & TACTICS,  
or PRACTICAL TECHNIQUES FOR USING RESEARCH IN PUBLIC AFFAIRS & PR

Mayflower Hotel, Washington, D.C. -- \$595 for either seminar

Contact: New York Univ./PR Society of America, 212-682-1435

Sept. 26-29:

2nd ANNUAL CD-ROM CONFERENCE &amp; EXPO '88

Hyatt Regency Hotel, Chicago, Illinois -- \$295 (2-day workshop extra)

Contact: IDG, 1-800-225-4698 or 617-879-0700 ext. 327

Oct. 24-25:

ELECTRONIC MESSAGING '88 ANNUAL CONFERENCE (Electronic Mail Association)

Copley Plaza Hotel, Boston, Massachusetts -- \$495 (\$445 before 9/12)

Contact: EMA, 202-293-7808, or Dialcom E-mail 63:PRD003

Oct. 30 - Nov. 1:

AMERICAN AGRICULTURAL EDITORS' ASSOCIATION (AAEA) Annual Meeting

St. Louis, Missouri

Contact: Paul Weller, AAEA Exec. Sec., 202-785-6710

Oct. 30 - Nov. 2:

COMMUNICATION OFFICERS OF STATE DEPTS. OF AGRICULTURE (COSDA) Annual Conf.

Kansas City, Missouri

Contact: Carole Jordan, Kansas Board of Agriculture, 913-296-3571

Nov. 13-15:

NATIONAL ASSOCIATION OF FARM BROADCASTERS (NAFB) Annual Convention

Kansas City, Missouri

Contact: 913-272-3456

Nov. 13-16:

PUBLIC RELATIONS SOCIETY OF AMERICA (PRSA) Annual Convention

Convention &amp; Exhibition Center, Cincinnati, Ohio

Contact: PRSA, 212-995-2230, 33 Irving Place, New York, NY 10003

Nov. 16-18:

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS (NAGC) Annual Conference

Rosslyn Westpark Hotel, Arlington, Virginia

Contact: Deborah Trocchi, NAGC Exec. Director, 703-823-4821

Nov. 17-20:

SOCIETY OF PROFESSIONAL JOURNALISTS (SPJ-SDX) Annual Convention

Cincinnati, Ohio

Contact: SPJ-SDX, 312-883-3200

Nov. 30-Dec. 3:

RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION (RTNDA) Conference/Exhibition

Las Vegas, Nevada

Contact: RTNDA, 202-659-6510